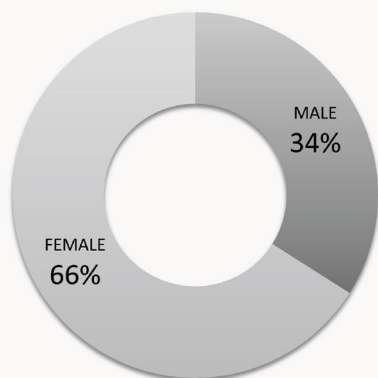


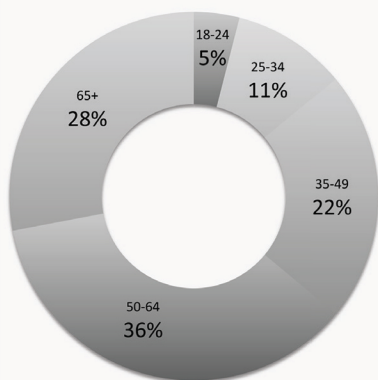


# Visitor Profile



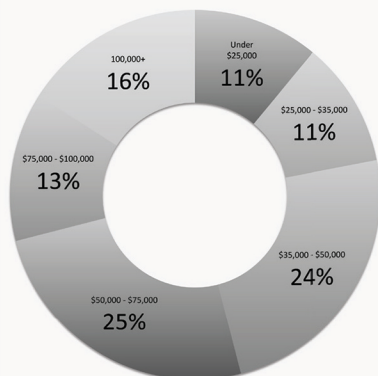
## Gender (Decision Maker)

Sex	Percent
Male	34
Female	66



## Average Age\*

Demo	Percent
18-24	5
25-34	11
35-49	22
50-64	36
65+	28



## Household Income\*

Demo	Percent
Under \$25,000	11
\$25,000 - \$35,000	11
\$35,000 - \$50,000	24
\$50,000 - \$75,000	25
\$75,000 - \$100,000	13
100,000+	16

\*Based on Product Definition and Visitor Tracking Studies

## Point of Origin

City Type	Percent
Town/Rural	46
Rural	17
Town	14
Suburban	13
Second City	8
Urban	2

## Average Travel Distance\*

Season	Miles
Summer	350
Fall	360
Winter	263
Spring	336

## Average Party Size\*

Season	Party Size
Summer	4.2
Fall	3.3
Winter	4.0
Spring	3.9

## Average Spending\*

Season	Budget
Summer	\$1,445
Fall	\$1,262
Winter	\$1,260
Spring	\$1,435

## Average Length of Stay\*

Season	Days
Summer	3.4
Fall	3.3
Winter	3.2
Spring	3.5